

Environmental spy



BSA

CONFIDENTIAL

# STAR WEEKLY

TORONTO  
MARCH 30, 1940

10  
CENTS



RIDING SEASON RETURNS



## ONTARIO CO-EDS AT U. OF T.

**PIANO GRACES** most popular spot in common room where happy groups may be found almost any hour of day. Frances Barbour of Brantford plays accompaniments for Sheila Scott, also of Brantford (atop piano), Mary Savage, Guelph, and Lenore McClure, Brampton

**TYPICAL OF LIFE** in University of Toronto's women's residences generally are these pictures taken at Falconer House especially for Star Weekly readers. Whitney Hall, residence for University College women, consists of three houses—Mulock, Cody and Falconer. Authorities decide who will live at the different houses. Switch-overs sometimes occur but girls become attached to their diggings and dislike to be uprooted. Gentlemen friends may be entertained in common room any evening until 10:30, 11 on Sundays. The hardest males brave inquisitive stares and come to Sunday tea



**"KNIT TWO, PURL TWO"** is a favored pastime of Peter (and we do mean "Peter") Resor of Lindsay (left), and Betty Sparling of Toronto



**PING PONG** in recreation room claims serious attention of Frances Barbour when not playing the piano

**SURE CURE  
for  
SPRING FEVER**

# THE MERCURY 8



## The BIG LUXURIOUS "EIGHT" that's famed for ECONOMY!

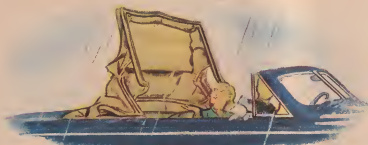
FEELING RESTLESS . . . eager for action? Like to get a new slant on living? Listen! . . .

Drop in on the Ford-Mercury-Zephyr dealer! He has a sure cure for "Spring fever" — and "budget blues"! It comes in five stunning body types—including the youthfully clean-lined Club Convertible pictured

above. It has a V-type, 8-cylinder engine under the long, sleek hood—100 surging "horses" for you to command! It's called the Mercury 8!

And this "luxury-eight" is full of pleasant surprises! First, that so much roomy, sound-proofed comfort and "superperformance"

should cost so little! Second, that Mercury owners report 20 to 25 miles per gallon of gas — and corresponding economy all-around! The Mercury 8 is built for long, trouble-free life—engineered for maximum stamina! Ford Motor Company of Canada, Limited: Ford, Mercury and Lincoln-Zephyr Motor Cars.



**Practical Magic!** Touch a knob on the Mercury instrument panel, and presto!—the top goes up or down automatically—easily, surely, smoothly! Makes the Mercury Club Convertible a practical car to own.



**A Roof for Five.** Top covers front and rear seats—room for five in comfort —inside. Upholstery in Saddle Brown or Antique Finish Red Leather. Top in tan or black with red piping. Eight beautiful body colours.



## ONTARIO CO-EDS



**RESIDENCES ARE ENTIRELY MODERN** and up-to-date in every way. The girls do their own jobs and are provided with fully equipped laundry as well as kitchenette for pre-bedtime snack. Jean Rowe of Newton Robinson hangs up stockings to dry while

Ruth Sherriff, Brockville, has advanced to the ironing stage. Pins worn by girls are their own frat pins but some may substitute the B.F.'s before graduation day. When Star Weekly photographer started upstairs girls started to chant: "Men on the second floor"



**DOREEN ROSS**, of Sault Ste. Marie, believes in feeding inner man—or woman—while Lois Hetherington, St. Catharines, goes into action on whitewear. Balancing domesticities and leisure moments, the girls put in their required quota of study hours



## THINGS YOU NEVER KNEW OF LONDON UNTIL MONDAY



**"LONDON BRIDGE IS FALLING DOWN"** and no wonder, for here Winston Churchill calmly smokes a "seegar" as battleships

steam up the Thames past London Bridge. Propaganda? Nope, just a game magazines play to pass away hours of blinkin' blackouts



**HORSE MARINES** have nothing on Mounted Tank Guards, especially on next Monday. Don't believe it? All right, ask the photographer, but in England secrets are secrets, these days



**AND ANOTHER THING** you probably knew nothing about is the special balloon harness worn by London bobbies to enable them to soar aloft and arrest Nazi bombers without the R.A.F.

## CANADA'S MINES ARE BIG ASSET IN TIME OF WAR



**THE AGE OF THE PROSPECTOR** is passing. Modern "prospectors" in Canada are highly trained in geophysics. The group above, from the University of Toronto are hauling delicate scientific

instruments across the ice in a survey of new iron deposits in Ontario. Note names on house. The party is under the direction of Dr. A. A. Brant, of U. of T. (See story on page eight)



**TYPICAL OLD-TIME PROSPECTOR**, one of some 2,000 in Canada, whose day is passing. They've written the history of the North; some have been grub-staking for past 30 years



**THIS SORT OF MINING** may look old-fashioned up against the new machines and devices now in use, but it's still going on in British Columbia and other places in the search for gold





**HIGH GRADE IRON ORE** is being developed on a large scale at Steep Rock Lake, 136 miles west of Port Arthur, Ont., and 100 miles north of the world's greatest iron range, the Mesabi in Minnesota. The ore body is estimated at 100,000,000 tons down to the

1,000-foot level and other ore bodies in a wide area are indicated. Above: A magnetometer survey of Steep Rock showing W. H. White at the machine and Dr. A. A. Brant taking notes. Dr. Brant is at the head of a geophysical party from the University of Toronto



## MINING IN CANADA



**THE AEROPLANE** is playing an important part in today's mining development. Many mines have been discovered from the air.

Breaks in rock formation are easy to see from a plane. These breaks are then investigated. They also locate best routes

**CANADA IS ONE OF THE WORLD'S** outstanding mineral producing countries. Mining is now our second major industry, agriculture (\$470,179,000) still holding the lead. The development of mining corresponds closely to general development of Canada itself. Today Canada is first in production of nickel and platinum metals, third in gold and copper, and fourth in lead and zinc. In war-time mining industry will be further stimulated by premium on gold and by enhanced demand for nickel, copper, lead, iron and other base metals. Significant in mining in Canada during 1939 was production of iron ore at Helen Mine, Michipicoten. From 1923 until 1939 no iron ore was produced anywhere in Canada on a commercial scale. Now new deposits are being surveyed north of Port Arthur (see Page Seven). The new development is believed one of most important on this continent in many years. Airplanes carry more freight, most of it for mining industry, than in any nation in the world. Canada's northern fliers are world-renowned

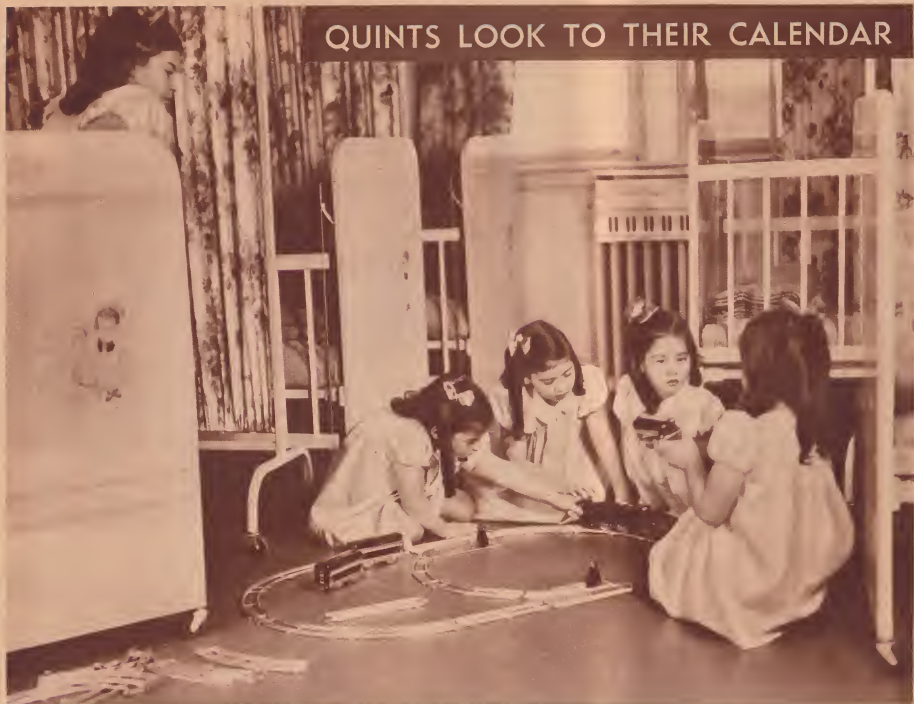


**BELOW GROUND**, many Canadians live like males, drilling in shafts 730 feet or more below surface, as above, from a shaft in Steep Rock Lake development



**ON LAND**, "CATS" are all over north country today, from Quebec to British Columbia. First experiments were made with these caterpillar tractors in 1931. They are used for heavyweight bush hauling

## QUINTS LOOK TO THEIR CALENDAR



**SO FAST ARE THE DIONNE** quintuplets growing that they quickly outgrow wardrobes bought to their measurements. But none of the discarded clothes go to waste. The dresses you see the sisters wearing above, have already been distributed, along with surplus

toys, among children of the parish. The old purse-on-a-string trick gave the quints no little glee as they prepared, below, for April Fool's day. From left to right: Emilie, Annette, Marie, Cecile and Yvonne. The five will be six come 28th of May





## OLD BATTLEFIELDS—NEW MEN



**SCARS OF WORLD WAR NO. 1** are still visible in that part of France where the famous Welsh Guards are stationed. A party of soldiers are seen above, picking their way through the skeleton of a building smashed by the shellfire of 1914-18



**THE OLD BATTLEFIELDS**, with their ruins and debris, were a perfect training ground for British troops during the lull of winter on the western front. Here a French countrywoman provides some Welsh Guards with tea after exercises



**ACTIVITY ON THE WESTERN FRONT** was practically at a standstill when these pictures were taken in mid-winter—the coldest in Europe for many years. But with the coming of spring sleeping guns have awakened and sharp artillery duels and increased

activity on land and in the air are reported from the front. Even the most trying conditions fail to daunt the British Tommy, and here is a warmly dressed anti-aircraft gun crew enjoying tea at their home-made "Cafe Anglais." Note the soccer ball atop the dugout



*in the Spring  
a Young Man's  
Fancy turns to  
the  
Ford V-8*

BET ANYBODY COULD BE A SUCCESS IN THIS  
BUSINESS COUPE! LOTS OF ROOM BEHIND  
DRIVER'S SEAT AND IN LUGGAGE COMPARTMENT



drove a deluxe Fordor  
—AND WHAT A SWELL  
RIDE! NO WONDER!

NEW SPRINGS! SHOCKS!  
AND SEAT CUSHIONS!  
RIDE STABILIZER! —  
SOUND PROOFING!

HOW DO THEY DO IT FOR THE PRICE?



STATION WAGON  
VERY SWANK!

V-8  
ENGINE  
HERE

V-TYPE ENGINES HOLD WORLD'S  
RECORDS—LAND, SEA, AIR



THESE NEW FORDS ARE AS  
MODERN ALL OVER AS THE NEW  
SEALED-BEAM HEADLAMP!



BOY AND GAL FALL IN LOVE WITH CONVERTIBLE,  
(ME TOO) TOP GOES UP OR DOWN AT TOUCH OF  
KNOB, NEWEST THING! NOTE LINES (OF CAR)



## BALLOON BARRAGE PROTECTS LONDON



**TO FOIL RAIDING AIRCRAFT** hundreds of balloons holding aloft cables float in a network over London ringing the world's metropolis at a height of thousands of feet and providing a strong obstacle to enemy bombers. This aerial view shows them about 6,000 feet up but they go much higher



**BALLOON BARRAGE** is among the measures taken to prevent Germans sowing mines from planes and for protection along the coast

The  
Purest  
Soap



for  
*Baby's Tender Skin*

BABY'S skin is as delicate as a flower-petal, and Baby's Own Soap is the mildest soap a mother can buy. Its precious purity is the one priceless ingredient that has led generations of mothers to place their confidence in it as the best soap for baby's tender skin.

Look for the new Baby's Own baby now making her bow to thoughtful mothers on the new Baby's Own package.

*The Beauty soap of precious purity*

**BABY'S OWN  
SOAP**



### RENNIE'S SEEDS

THE FINEST IN THE LAND

**Wm. RENNIE SEEDS Limited**  
TORONTO - CANADA

*Constant  
care is Needed*  
for delicate young feet

● Picture the delicate bone structure of your child's feet. There are 26 bones in each foot and you can see how easily poor shoes could disrupt that soft, intricate collection of tiny bones. Hurlbut Shoes are scientifically designed to protect and encourage the growing foot. And we offer a number of styles for dress occasions or rough-house playtime—so that at all times of the day children may have the constant protection of Hurlbut shoes.



Insist always on the genuine Hurlbut distinguished by the crest shown below, made by the Savage Shoe Company Limited, Preston, Ontario.

**HURLBUT SHOES**

*The Hurlbut Way*



*is Nature's Way*



## PRELUDE TO "OPENING DAY"



**ANGLING IN COMFORT.** At Frenchman's Bay, near Toronto, dozens of fishermen drove their cars out on the ice last Sunday to fish from the running boards. Here is O. C. Hutcheson landing a perch from a comfortable perch



**CHARLES PRIESTMAN**, 74-year-old Toronto insurance executive, completed his 10th annual 24-mile St. Patrick's Day walk from the city to Oakville last week-end. He started at 9 a.m. and reached Oakville shortly after 3 p.m.

### For Fresh Fragrance



Welcome, delightful additions to any dressing table are Elizabeth Arden's refreshing Flower Mist \$1.10 to \$7.50 and Flower Mist Dusting Powder in Orange Blossom, White Orchid or Camation \$1.50. Each is a gift of charm.

FLOWER MIST  
FLOWER MIST DUSTING POWDER

Elizabeth Arden

At Smartest Shops in every town



"Hot time in the old town tonight, eh? . . . milk flowing like champagne. I dunno, though—these big parties kind of get me down. The place gets hot—and confetti gets in your pants . . ."



"That's right—give 'em a blast on your horn! Maybe they'll ask us what we'll have, and we can say how about a little soft, satiny Johnson's Baby Powder . . . Hoo-nk! . . . Pretty sour. And look at your fingering! Terrible."



"Now watch the old maestro. roooooor! There, how's that? Right in the groove, I'd say. We'll have a rubdown with that downy, velvety-cool Johnson's, and then on with the dance, let joy be unconfined!"



"Where's the baby that doesn't go for Johnson's? That slippery, extra-fine talc sure helps to put the ainks under prickly heat and chafes! Johnson's doesn't cost much either."

**JOHNSON'S  
BABY POWDER**



# NORTH SCOTLAND, SHETLANDS, ARE FORBIDDEN ZONES



TODAY NO SUCH INFORMAL gatherings are permitted on pier at Lerwick, Shetland Islands. Meeting boats from Aberdeen has been stopped



ONE OF TWO MOTORCYCLES on Fair Isle, Shetlands, is used by farmer to take sheep home

ON MARCH 11TH an order went into effect making forbidden territory of the Shetland, Orkney and Hebrides Islands. Similarly affected were the counties of Sutherland, Caithness, Cromarty, Inverness and Argyll in the north of Scotland. The order prohibits the area to all except permanent residents and persons supplied with permits. Few bombs have dropped over the area but R.A.F. planes chase invading Nazi warplanes and dogfight over the barren land. Crippled warplanes forced to land come to grief bouncing over the rocky surface

(See also next page.)

## IT'S A FACT

Your woollens won't shrink when washed with gentle Princess Flakes



## STOLEN—Bad Breath by Colgate's!

"AND NO TOOTH PASTE EVER MADE MY TEETH AS BRIGHT AND CLEAN AS COLGATE'S"

**COLGATE'S DENTAL CREAM COMBATS BAD BREATH ... MAKES TEETH SPARKLE!**

Colgate's special penetrating foam gets into the hidden crevices between your teeth ... helps your toothbrush clean out decaying food particles and stop the stagnant saliva odours that cause much bad breath. In addition, Colgate's safe polishing agent makes teeth sparkle with natural brilliance! Always use Colgate's Dental Cream—regularly and frequently. No other dentifrice is exactly like it!

For those who prefer it, Colgate's Tooth Powder will give the same Colgate results. Large tin 20c.

**20c**  
LARGE SIZE  
Giant Double Size **35c**  
Medium Size 10c

## NATURE'S FORT



**CLIFFS OF SHETLAND ISLANDS** are brilliant colored, often reach height of over 1,000 feet. They form natural protection for harbors. Strong rocks (above) protect harbor of Lerwick. Shetlands are most northerly British possessions in Europe. Only 24 of the 100 islands are inhabited



**KNITTING PATTERNS** from Shetlands are famous. Legend has it that Spanish soldiers of Armada which foundered at Fair Isle taught these intricate designs to Shetland women



"WHAT IS  
THIS  
EUCERITE?"

**"It's something in  
NIVEA CREME that keeps my skin  
delightfully soft"**

Learn what a difference

NIVEA CREME can make to your skin. No other cream but NIVEA contains Eucerite, that remarkable dermatological discovery that so closely resembles the secretion by which nature herself feeds the soft, moist, youthful skin.

Use NIVEA as a cleansing cream . . . a massage cream . . . a powder base . . . a night cream and for every purpose. You will find it astonishingly kind to your skin. Discover, too, how soothing it is for chapped hands and wind-roughened face in wintry weather.

Note—NIVEA as a powder base should be used sparingly and left for just a moment before application of the powder.



Treatment of skin diseases should be undertaken only by a qualified physician. Consult your doctor.

Your druggist has NIVEA CREME in metal emulsifiers, tubes and ointment jars.

Made in England.

\$1.00 will send 300 Sweet Caps or 1 lb. Old Virginia pipe tobacco to Canadians serving in United Kingdom and France only. Address—"Sweet Caps" P.O. Box 6000, Montreal, Que.



"Let your cares float away on a song."

"Accompanied by a Sweet Cap of course."

**SWEET CAPORAL CIGARETTES**

"The purest form in which tobacco can be smoked."





# NAVY'S CEASELESS PATROL GUARDS CANADIAN SEAS



**TYPICAL OF CANADA'S** sea-dogs is Capt. G. C. Jobes, seldom absent very long from the bridge during patrol

**CANADIAN WATERS** have been singularly free, so far, of enemy raiders, submarine or afloat, and the majority of credit for this state of affairs should go to the Royal Canadian Navy which is keeping ceaseless patrol on the Dominion's sea lanes. To the navy, too, has gone the job of safely convoying scores of Canadian troopships as they set out for distant English shores. After months of bitter, wind-whipped patrols in the north Atlantic, the sailors are eagerly anticipating warmer weather



**TURNING AT HIGH SPEED**, a Canadian destroyer leaves a boiling white wake behind her. Such ships are the submarine's most deadly surface enemy



**ALL SHIPS**, under steam or sail, entering Canadian waters are given close scrutiny by the ever-alert coast patrol. Here, under the watching guns of a destroyer, an inward bound cargo vessel hauls up to the little pilot boat to take on the pilot who will guide it to port

## ROLEX MILITARY WATCHES

THE NEW "VICTORY" WATCH  
\$25.00  
17 Jewels



\$27.50  
17 Jewels

SHOCKPROOF DUSTPROOF  
ANTI-MAGNETIC

Made for active service. Steel case with unbreakable glass. 17-jewelled movement. Can be serviced in England or France.

THE WORLD'S MOST  
ACCURATE WRISTWATCH



## PACIFIC COAST HEAVY ARTILLERY



A HEAD-ON VIEW of one of the heavy guns stationed for coastguard duty "somewhere in Vancouver." This massive weapon, with its O-Pip (observation post) complement, was engaged in target practice when the photograph was taken with official permission of B.C. military headquarters



## YOUR BABY'S FIRST VEGETABLES AND FRUITS

## New Process Explained

Radical changes in baby feeding methods are taking place, due to the development of homogenized fruits and vegetables, a recently published booklet on infant care states. Stress is also laid on the health importance of earlier solid food feeding. Babies as young as six weeks were successfully fed homogenized fruits and vegetables, in tests conducted in laboratories and clinics—direct result of which is the recommendation by many doctors that homogenized vegetables and fruits be included in the diets of three-months-old babies—often even younger—as protection against nutritional anemia.

Other important points covered in this booklet are: the speed with which homogenized solids can be digested; their easier digestibility; and their higher nourishment value.

Mothers in step with the times will welcome the valuable information contained in this illustrated booklet entitled "Your Baby's First Vegetables and Fruits," and LIBBY'S of Chatham, Ontario—exclusive producers of Homogenized Baby Foods—have made it available on written request. If your grocer doesn't stock LIBBY'S HOMOGENIZED BABY FOODS send LIBBY'S his name.

Consult your doctor about feeding your baby Libby's Homogenized Vegetables and Fruits.

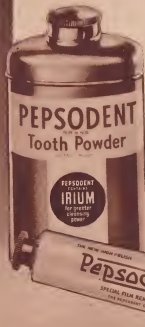
B11-40

## IRIUM PERFORMS MIRACLES

brings amazing brilliance to  
dull, stained, dingy teeth.

Of all Tooth Pastes and Powders

**ONLY PEPSODENT CONTAINS IRIUM**



● If you want your teeth to sparkle and gleam with all their full natural radiance . . . insist on IRIUM.

You see, the *form* of denifrice you select doesn't make the big difference. It's what's *in* it that does the work. That's why Pepsodent should be *your* choice. Because only Pepsodent Tooth Paste and Powder give you the *Plus Value* of IRIUM.

See how IRIUM, the sensational, patented, *more effective* ingredient in Pepsodent flashes into *safe* action. Ugly surface stains disappear from teeth—*safely*—in short order. Your reward will be the "Come-Closer" Smile you've always wanted.

Pepsodent contains No Grit, No Pumice, No Bleach . . . *Proved Safe for Tooth Enamel!*

**BOTH PROVED SAFE FOR TOOTH ENAMEL**

**BOTH CONTAIN IRIUM**  
KNOWN TO THE DENTAL PROFESSION AS  
PURIFIED ALKYL SULFATE



# ONTARIO BASKETBALL FINALS ARE ON



**TORONTO** Simpson Grads around basket, left to right, are "Shag" Parks, Ken Bundy, Art Anderson, "Moose" McNair (captain) and Bill Fountain



**ONTARIO SENIOR** finals (men's) opened in Windsor last week. Winners of O.L.B.A. senior title are Dovercourt Ladies, who hope to take on Montreal. Dot Smerdon (left) and Elsie (Steve) Broddy jump for ball



DON'T LET DULL,  
DRY HAIR DIM  
*Your*  
**Glamour**

Reveal the natural gloss and luster of your hair with Mar-o-Oil — the utterly different shampoo that combines an oil treatment with an oil shampoo! Mar-o-Oil lubricates so it cleanses... contains no harsh chemicals to dry out the hair... forms no sticky lather... leaves no oily film... times away completely to leave hair soft, easy to manage and lustrous with restored highlights. Ask your hair dresser for a Mar-o-Oil Shampoo or get a bottle at a drug department or the store.

**Mar-o-Oil**  
SHAMPOO



BE SATISFIED or Money Back! We are confident that you will like Mar-o-Oil far better than any shampoo you have ever used — so confident we will refund your money or hold it for you not entirely pleased after using half your first bottle. Just return the unused portion to BEAUTY INDUSTRIES LTD., Hamilton, Ontario.

**Mr. Frost**  
*seems lost...*

Nothing goes right today for Mr. Frost, we are afraid. With an aching back and constant headache it is no wonder he is floundering.

No doubt some of his fellow workers could tell him it might be his kidneys that needed attention. And that Dodd's Kidney Pills might help him. But unless he tells them, how can they suggest Dodd's Kidney Pills?

Too bad Mr. Frost hasn't confided in some one.



## ELAINE GOES "LAMOUR"



YOU'LL BE SEEING this brand new star, Elaine Shepard, former photographic model, dancer and dancing instructor. You may also expect to see copies of her brief sarong turning up on Canadian and American beaches



### Gossard Combines COMFORT, STYLE, WEAR *in this smart front-lacing corset*

There's figure-molding magic in this smart Gossard corset, fashioned of peach shade panel batiste that fits high and snug over the diaphragm and laces in front to accentuate waistline curves. A miracle of clever construction are the gored panels of matching elastic batiste that assure the absolute maximum of thigh control.

*The* **GOSSARD** *Line of Beauty*  
Sold by Leading Shops and Department Stores  
**THE CANADIAN H. W. GOSSARD CO. LIMITED**  
Toronto 2, Canada

Chicago — New York — San Francisco — Dallas  
Atlanta — Melbourne — Sydney — Buenos Aires

**HARDY PLANTS for CANADIAN HOMES**

SAVE MONEY by dealing direct with us as growers. This is our 29th year in business. McConnell Nurseries cover more than 100 acres, solidly planted. Our list of customers extends from ocean to ocean and increases year after year because of thorough satisfaction given.

WRITE FOR NEW 48-PAGE CATALOGUE  
Listing over 1,300 varieties—all home-grown, vigorous, acclimated stock. 440

**FREE** **McCONNELL NURSERY CO.** PORT HURON, ONTARIO

**PLANTERS**

**COCKTAIL PEANUTS**

**VACUUM PACKED** **ALWAYS FRESH**

**MAKE A GOOD BEVERAGE TASTE BETTER**



## ON HONEYMOONERS' ISLE



**FIRST CONTINGENT** of brides and grooms arriving at a tropical retreat off the coast of Florida in the Gulf of Mexico developed and set aside for the newlyweds. It's called Honeymoon Isle



**IT'S AN OLD CUSTOM** observed under a new era of honeymooning as Louis Poulos of Chicago carries his wife across the threshold of their cottage domicile for a joyous sojourn on the dream island



**HONEYMOON ISLE** is close to Tampa, Fla., where Clinton M. Washburn, millionaire real estate operator, is playing host to newlyweds from anywhere. Its first couples arrived this month. Here

some of them are seen sitting in front of their palmetto thatched cottages. This is a new venture originating in the Sunny South and may become popular with its combination of novelty and charm



**QUINTUPLET NEWLYWEDS** above are part of the first detachment in the unique colony—only one of its kind in the world. Honeymooners live in one-room cottages of driftwood with palmetto

leaves covering roof and walls. Applicants have been assured of their privacy and no tourists or sightseers will be allowed to land. The only cost of their two-week stay is food and transportation

# RIDING DAYS ARE HERE AGAIN



**RIDING SEASON OPENS** in Toronto about April 1st until November. There is a slight falling off in summer. Business girls like the sport and week-ends are busy times at stables. Riding outfit (above) is both trim and comfortable. Rose Trayling, Toronto (above, right), rode all winter, welcomes spring riding weather



**A HORSE'S SWEET TOOTH** is a byword and Rose Hedges, Toronto, bribes Rex with sugar. Women outnumber men riders in Toronto by more than 5 to 1. On front cover you'll find painting of attractive horsewoman in jockey-red habit, black bowler



**"TELL ME ANOTHER" — says KLEENEX®**



**AND WIN \$500**  
YOU, TOO, CAN BE A WINNER! WE PAY \$500 FOR EVERY "KLEENEX TRUE CONFESSION" PUBLISHED TO KLEENEX, DEPT. 330 UNIVERSITY AVE. TORONTO, CAN. P.S. DOZENS OF HINTS IN EVERY KLEENEX BOX

**TIME ON MY HANDS**

WHAT A BUG-BEAR I CONQUERED WHEN I STARTED USING KLEENEX. NOW I NEVER WORRY OVER WASHING MESSY HANDKERCHIEFS WHEN COLDS START — KLEENEX IS SO HANDY!  
(from a letter by J. M. T., Stockholm, Sask.)

**I HAVE FINALLY DIVORCED MY HUSBAND—**

FROM THE HABIT OF CLEANING HIS RAZOR WITH ONE OF MY BEST TOWELS. KLEENEX SAVED THE DAY—AND ALSO MY TOWELS AND TEMPER!  
(from a letter by J. B., Toronto, Ont.)



**THE BETTER TO SEE YOU MY DEAR...**

I KEEP MY SPECS BRIGHTLY POLISHED WITH KLEENEX — ALWAYS CARRY KLEENEX SPARES IN MY GLASS CASE!  
(from a letter by J. M. W., Rainier, Alta.)

ONLY KLEENEX® Tissues come in the Serv-a-Tissue box that ends waste. Pull a double tissue and next one pops up ready for use!  
Kleenex® Disposable Tissues ("Trade Mark" Reg.)

IT PAYS TO GET KLEENEX TISSUES ...SOFT ...SOOTHING ...STURDY NOT LIKE WEAK FLIMSY KINDS!



**ADOPT THE KLEENEX HABIT ESPECIALLY DURING COLDS!**



## CROSSING SWORDS FOR GRACE AND POISE



FOR CENTURIES GOOD SWORDSMANSHIP was regarded as a distinctly male accomplishment, but since the end of the 19th century there has been a steady infiltration of women into the sport. Fencing is now extremely popular with college and high school girls who, like these students of Margaret Eaton school, Toronto, find it soon develops grace and control



**FENCING IS REGARDED** as one of the most suitable sports for women, for although a healthful exercise, it is not over-strenuous. Like skiing, fencing has benefited from the number of masters of the sport who have fled their European salons to find a haven in America. Masks and padded jackets are worn as protection from opponents' thrusts with button-tipped foils

WHEN YOU  
GOTTA GO—



Life was no howl of stew-bones when I first moved in with the Family. I guess they'd never heard of Housebreaking — and, goodness knows, I never had. Things went from bad to worse till the Boss got a copy of the Sergeant's DOG BOOK. "It's going to be different around here now," he says. "Here's a Housebreaking System!"



We haven't had a crisis since! "I won't let you down again," the Boss promises. "This DOG BOOK tells me all I need to know to raise you right!" Get your free copy of the Sergeant's DOG BOOK at a drug or pet store — or with the coupon below.

## Sergeant's

DOG MEDICINES

FREE  
Sergeant's Dog Medicines, Ltd.  
Dept. 34-CD, 165 Baffin St., Toronto, Ont.  
Please send a free Sergeant's DOG BOOK to:  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Prov. \_\_\_\_\_

Win \$10.00 Cash\*  
for writing a jingle like this:

Next introduction  
May lead to romance  
Keep your face smooth  
Why take a chance?

**Colgate Shave!**

Submitted by Miss Marjorie Nicholas, 515A Fourth Ave., Medicine Hat, Alberta who wins \$10.00



\* RULES Write a Colgate shaving jingle like the one above. Send it to Colgate's Ad. Nat. Bldg., Dept. No. 3, Toronto, enclosing with it a coupon from a tube of Colgate's Shave Cream. If your jingle is used in our advertising we will send you \$10.00.

**HAWES'**  
Canada's Favorite  
**FLOOR WAX**

*Canadian Nature*  
This is monthly magazine contains 44 pages of nature stories, photographs, drawings, nature stories, children's stories, blue printing, projects, illustrations, nature stories, exciting materials, time to relax, literature, nature stories, 32 to 34 pages, subscription \$1.00 per year.  
177 Jarvis St., Toronto, Canada.



## COLOR IS HIGH FASHION TODAY



**MORMON BONNETS** inspired woven straw hat in pink wisteria (above), with large bow in back of iridescent purple. Bright red, yellow and green combine in plaids and stripes in taffeta dinner gown.



### BAB-O THE GREASE-DISSOLVING CLEANER

CLEANS  
ENAMEL  
PORCELAIN  
POTS AND  
PANS



Tested and approved by Good House-keeping Institute.

Tune in "DAVID HARUM"

Monday thru Friday, 11 to 11:15 A.M.  
Eastern Standard Time, WBBN —  
WTAM — WWJ.

### IT'S A FACT

Your undies wear longer, stockings stay stronger when washed with gentle Princess Flakes!



### Cough? Cough? Ask Your Druggist About Chronic Bronchitis



Ask your Druggist  
for a 50¢ box of RAZ-MAH

Face life free of that dreadful fear of coughing, wheezing and choking from Chronic Bronchitis and Asthma, the way Mrs. Wm. Birne, 343½ Jarvis St., Toronto, does now. A bad cold brought four years of coughing, wheezing and fighting for breath to Mrs. Birne. Then she took a box or two of RAZ-MAH. She says, "I can breathe easily, don't cough any more, and can sleep and work in comfort." RAZ-MAH promises you relief with this offer: "Relief from \$1 worth, or your money back!"

For Asthma, Bronchial Cough, Chronic Bronchitis, Hay Fever use  
Templeton's RAZ-MAH Capsules



### Smart FROM THE GROUND UP

• "At your service" — Ritchie Shoes stand ready to give you constant comfort, style and long wear. You'll know it's your shoe just as soon as you slip your foot into one of these fine Ritchie Shoes and feel the toe freedom and hug of heel and arch. And you'll know it's your shoe when you buy it at reasonable price. Ask your dealer for Ritchie Shoes.

**Ritchie**  
CANADA'S  
Smartest  
SHOES FOR MEN  
\$6.00 to \$8.00

THE RITCHIE SHOE  
RITCHIE FLEXIBLE SHOES \$8.00

RITCHIE PROP. R. ARCH SHOES \$8.00

SOLD BY LEADING MERCHANTS EVERYWHERE

## DOVER PATROL AGAIN ON JOB



**FAMOUS DOVER PATROL** is again working, keeping clear important Straits of Dover between Britain and France. Destroyers are here leaving harbor. They will alter course shortly and take up their respective patrols. In the last war, total casualties in mine-sweeping patrols from mining, bombing and collision were 38 vessels. More than 600 miles were swept daily by patrol vessels



**LOOKOUT SCANS SKIES** through shaded glass. Aerial attacks may be expected from direction of sun which makes spotting more difficult. Statistics are not yet available for this war but we may judge them on their record in last, when an impressive total of 125,000 merchant ships safely passed through the straits in spite of concentrated German attention. Only 73 ships were lost

**CRAVEN 'A'**  
FOR YOUR  
THROAT'S SAKE



Craven 'A' never vary. They are sealed fresh, sold fresh, and mild yet satisfying.

**WILL NOT AFFECT YOUR THROAT**



ALSO IN THE  
NEW  
HANDY BOX  
50c  
Ideal for pocket  
or handbag

**CRAVEN PLAIN**  
without cork-tip—same  
fine quality as  
CRAVEN 'A'

CARRERAS LTD., LONDON, ENGLAND  
112 YEARS REPUTATION FOR QUALITY

**Don't Let  
MID-SECTION SAG  
Get You Down**



**BRACE UP WITH  
The Bracer**  
MADE BY  
**BAUER & BLACK LIMITED**

**FRUIT TREES & ORNAMENTALS  
of AMAZINGLY LOW PRICES**

Guaranteed first quality stock from nursery growers—  
see. Choose, plant, grow, choose for your home—  
guarantee you garden with guaranteed results.  
Write, name street the Canadian  
TOBES TREERY, 100-101 LAKE  
SHORE RD. TORONTO, ONT.  
373

Heal SKIN AILMENTS with

**KLEEREX**

50c; \$1.00; \$2.00 sizes  
(Medium and Strong)

At all Drug and Dept. Stores



## MEXICO STEPS FORWARD



**ECONOMIC AND POLITICAL** democracy is fast replacing the feudalism which existed in Mexico until a few years ago. These girls, daughters of soldiers, are now being trained as nurses; proof alone of vast educational changes



SINCE LAZARO CARDENAS became president of Mexico six years ago the country has steadily forged ahead. He has modernized the army — once an ill-trained rabble — and broken the gulf between glaring wealth and the abysmal poverty of the peons. Students of a new Mexican military college are seen above. In July this year election of a new president and government will be held in Mexico

## LE GANT\* OF YOUTHPLASTIC\*



"You see, Mother, we have that new long-torso look with our Le Gant corsettes."

"You're right, Betty, I was never so trim or comfortable. What a joy to be held so firmly with so little boning!"

LE GANT of YOUTHPLASTIC is "the corset that's different" because it has comfort of elastic with the control of cloth and always stays in place.

A) Better Shops

Le Gant Corsettes and Girdles \$5 to \$35

(A)ure, the s-h-r-t-b-o-b-l-e bro, \$1.50 to \$4.50

Patison Corset Manufacturing Company Limited, Quebec - Montreal - Toronto

Also makers of

### NATURE'S RIVAL

Bra, Girdles and Corsettes

FOR FIGURE BEAUTY AND COMFORT



\*Registered

**NOW Save**

**6¢ PER POUND**

**ON THIS FAMOUS COFFEE**

**LONDON HOUSE**

**COFFEE**

**Vacuum Pack**

Ask your grocer for the quick re-sealing "super-vacuum" jar of this coffee. It keeps this matchless blend of "golden roast" coffee PERMANENTLY FRESH. Enjoy real good coffee, perfectly blended from the world's finest varieties. Learn why coffee lovers definitely prefer London House. You risk nothing—every pound of London House Coffee is sold strictly on our

**FULL MONEY-BACK GUARANTEE**

Same low price anywhere from Ft. William to Halifax. Your deposit refunded upon return of jar and cap

**NO CONTAINER TO PAY FOR... YOU SIMPLY MAKE A DEPOSIT OF 6¢ ON JAR AND CAP**

**LONDON HOUSE**

FRESH FROM THE PLANT TO YOUR CUP

**COFFEE**

**SUPER-VACUUM PACKED**

**47¢ PER POUND PLUS DEPOSIT FOR JAR AND CAP**

*Selen's*  
**House of Corsetry**  
364 Danforth GE. 6483  
350 Yonge St. AD. 1819



# VARSITY STUDENTS HAVE FIRST HAND AIR TRAINING



**SCHOOL OF PRACTICAL SCIENCE**, University of Toronto, has a course teaching air navigation, ground operations, meteorology, radio, piloting. Above: Students examine navigation instruments under a trans-Canada plane. Below: Balloon filled with hydrogen is released and a theodolite gauges direction and speed.



USING A LINK TRAINER, these students are acquiring knowledge of the intricacies of steering and the operation of instruments. The course, embracing two years of study, is not a military one



## Win \$10<sup>00</sup> Cash\*

for writing a jingle like this:

There never was a  
wedded pair  
That equalled Dad and  
Mother

For since Dad's shaved  
the Colgate way  
Ma's had a perfect lover.



Submitted by Jean Mansel,  
Brimwood, Ont., who  
won \$10.00

\* RULES: Write a Colgate shaving jingle like the one above. Send it to Colgate's Ad. Manager, Dept. No. 2, Toronto, enclosing with it a carbon from a tube of Colgate's Shave Cream. If your jingle is used in our advertising we will send you \$10.00.

Large Tube  
20¢  
Giant Size  
35¢

**SITUATION WANTED**  
**COOK—NO WAGES**

WORLD'S MOST FAMOUS PANCAKE COOK, AUNT JEMIMA, wants to go to work in your kitchen fixing delicious breakfasts for you—at no wages!

Makes light, tender, fluffy pancakes that melt in your mouth. A sure way to happy your family!

LET ME COME INTO YOUR KITCHEN AND HELP HAPPY YOUR FOLKS

GRAND—BUT HOW CAN YOU DO IT, AUNT JEMIMA?

1 With Aunt Jemima's Ready-Mix It's like having Aunt Jemima working for you! Her pancake griddle is packed in every box.

IT'S EASY TO PUT ME TO WORK FOR YOU! MY SECRET RECIPE IS ALREADY MIXED FOR YOU IN THIS BOX! AND DE JIFFY-QUICK DIRECTIONS ARE ON EVERY PACKAGE!

OH YES—JUST ADD WATER OR MILK—POUR ON THE GRIDDLE—AND WHISK! THOSE LUSCIOUS BUCKWHEATS TO THE TABLE! IT'S EASY AS 1-2-3!

2 From the Old Southland comes Aunt Jemima's legendary secret recipe—a recipe that made her buckwheats world famous!

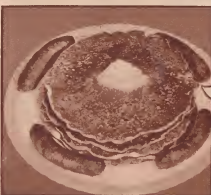
IT'S CERTAINLY THE WAY TO MAKE A HIT WITH THE FAMILY!

ON BOY! MOTHERS A SWEET COOK!

SHE KNOWS HOW TO PLEASE US, ALL RIGHT!

THIS IS WHAT HAPPENS EVERY TIME!

3 Easy to Make a Hit with Your Family, Too! Serve delicious, nourishing Aunt Jemima's for breakfast, lunch or dinner. Easy as 1-2-3!



**MAN, WHAT A MEAL!**  
Delicious Tender

**Aunt Jemima's  
AND SAUSAGE**

Get 'em from your grocer today!



WAFFLES TOO!

## JEAN ARTHUR

A DECADE in movies, in a score of different roles is Jean Arthur's proud record. The New York born actress will next be seen in the comedy, "Too Many Husbands." Her recent roles since "Mr. Smith Goes to Washington" have won her more plaudits than any of the last ten years.




# Honey

BEAUTY ADVISOR  
says:

"THERE'S NOTHING PRETTY ABOUT  
RED, ROUGH HANDS!"

YOU CAN'T PLAY BRIDGE WITH HANDS LIKE THAT... HERE, I'LL MAKE YOU A PRESENT—A BOTTLE OF HINDS HONEY AND ALMOND CREAM



HONEY, I DON'T KNOW WHAT I'D DO WITHOUT YOU. FIRST YOU TELL ME HOW TO WEAR MY HAIR—AND NOW YOU SHOW ME HOW TO KEEP MY HANDS LOOKING NICE



KEEP ON USING HINDS LOTION, HELEN, FOR LOVELY HANDS. IT'S EXTRA-CREAMY, EXTRA-SOFTENING.

OH, DEAR... THERE'S THE DOOR-BELL—JUST WHEN I'VE GOT MY HANDS IN WATER!



WHY, HONEY—WHAT A NICE SURPRISE! COME RIGHT IN.

I DROPPED BY TO TAKE YOU OUT TO A BRIDGE PARTY—HURRY NOW—

BUT MY DISHWASHING—!



THERE NOW—ALL THROUGH! THANKS TO YOUR HELP! BUT MY HANDS SURELY ARE A SIGHT—SO RED AND CHAPPED



DAY, WHAT PRETTY HANDS YOU HAVE, HELEN—SO NICE AND SOFT... I DON'T KNOW WHY I NEVER NOTICED THEM BEFORE

SEE, HELEN! NOT A SIGN OF THAT RED, ROUGH LOOK—THANKS TO HINDS



### Makes Chapped Hands Feel Smoother

**EXTRA-CREAMY**, extra-softening to dry, chapped hands—that's **HINDS**! Use Hinds Honey and Almond Cream regularly to help guard your skin against the drying effects of steam heat, cold weather, hard water, and housework. Notice how this grand creamy lotion counteracts chapping... tones down redness... helps rough skin feel smoother right away! Used faithfully, Hinds Honey and Almond Cream means soft "Honeymoon Hands" for you. This famous lotion contains Vitamin D. In \$1, 50c, 25c, 10c sizes at toilet goods counters.

WEDNESDAY NIGHT'S FUN NIGHT WITH  
**BURNS & ALLEN**  
Columbia Network, Coast to Coast, 7:30-8:00, E.S.T.  
See newspaper radio column for exact time on your local station

Chapping, Dryness, Roughness, Weathered skin, Hangnails, Calloused heels, Powder base, After-shaving lotion, Body-rub.

Copyright, 1940, by Leda & Pink (Canada) Limited  
Toronto, Ont.



# HINDS FOR HANDS

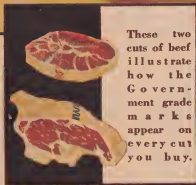




# Graded CANADIAN BEEF IS BEEF at ITS BEST



**TENDER ••• JUICY  
••• GOOD FOR YOU**



These two cuts of beef illustrate how the government grade marks appear on every cut you buy.



Do not confuse this round purple stamp with the grade marks mentioned above. This is the Government health stamp, which must appear on all beef from Government-inspected abattoirs. It does not indicate quality but merely signifies that the beef is fit for human consumption.

**H**ERE'S something every good cook should know . . . how to buy beef at its best—beef that makes the most appealing meals, the finest eating!

When next you go shopping for beef, remember that only top quality beef is graded according to Government standards. To get the best beef, you must buy by grade. There are two grades only, Red Brand and Blue Brand. Red Brand beef is "Choice" quality, and is marked with a *red* ribbonlike stamp so that part of the red stamp appears on every cut. Blue Brand beef is "Good" quality and is similarly marked with a *blue* ribbonlike stamp, that also appears on every cut you buy. Do not confuse these two grade marks with round purple stamp which is the Government health stamp, and appears on all beef from Government-inspected abattoirs.

Serve beef often—it's good for you and your family, high in dietetic value. But be sure you serve only top quality beef. Look for the Red or Blue ribbonlike stamp on every piece you buy. The best beef makes the best meals!

**RED  
Brand**

**"CHOICE"**

Quality beef, identified by the red, ribbonlike grade stamp.



**BLUE  
Brand**

**"GOOD"**

Quality beef, identified by the blue, ribbonlike grade stamp.



Marketing Service

DOMINION DEPARTMENT OF AGRICULTURE, OTTAWA

Honourable James C. Gardiner, Minister

**BUY BY GRADE - BUY WITH CONFIDENCE**